EDUCATION

TEACHERS COLLEGE, COLUMBIA UNIVERSITY
Sept. 2018 - May 2021
NEW YORK, NY

- MEd in Art Education (Concentration in Museum Education)
- MA in Art Education (Concentration in Studio Art Pedagogy)
- 2019-2020 Scholarship Recipients

PARSONS, The New School for Design
Sept. 2014 - May 2018
NEW YORK, NY

- Major: Fashion Design (BFA)
- Minor: Communication Design
- Dean's BFA Scholarship

RESEARCH EXPERIENCE

2020- (M.A Thesis) The Investigation of Teaching Styles of Visual Art Education In Top Rated Undergraduate Art Schools In Beijing and New York: A Comparative Study.

- Generated a 5,000 characters research proposal. Produced a literature review from 12 secondary sources. Designed two Interview protocols for eight students and four faculties.
- Completed a 76 pages research dissertation that identifies a research problem; provides a literature review; defines my research methods; reveals my findings; and ends with a summary, conclusions, and implications.
- Presented a final oral defense of my research dissertation to multiple departmental committees.

2019- (M.A Research Seminar) Socialization of Gender Roles Affects the Drawing's Content and Form In Children.

- Experienced working on a research team with individuals from diverse culture and race backgrounds, as well as function as an independent researcher with a high level of attention to details.
- Employed both quantitative and qualitative analytical methods in order to develop a more comprehensive understanding of the topic and to address the fundamental research question.
- Completed a 56 pages research dissertation and presented my research in two research conferences.

2018- (BFA Thesis) Analysis The Application of Minimalist Style In Modern Fashion Design.

- Collaborated with others in a multidisciplinary team environment to accomplish research goals. Finished the sample design and making, then made drawings with Adobe Creative Suite.
- Completed a 55 pages research dissertation and a visual form of design process, as well as womenswear collection for 6 looks with a set of fashion photography.
- Presented my thesis collection at Plitz New York Fashion Week and gave an oral presentation at the Parsons Undergraduate research conference in spring.

2017- (BFA Research Seminar) 3D Printing Technology In Fashion Industry: The Study of Iris Van Herpen "Crystallization".

- Conducted comprehensive research using online and print resources and consultation with experts for a variety of materials and techniques.
- Found innovative solutions and produce significant accomplishments to complex scientific and technical problems in design aspect.
- Completed a 30 pages research dissertation by analysed texts, sources and other materials according to an accepted methodology and reflect upon the significance of my findings.

Independent Research Projects on Films Studies (Research Topics Include):

2022- The Study of Feminist In Alejandro Jodorowsky's Surrealist films.
2021- Childhood Trauma and Its Contribution to Violence: How Does Malabou's Theory of Trauma Explain Richard Ramirez's Violent Behavior In The Night Stalker?
2021- According to the Notion of "False Differentiation," What Are the Dangers of Misogyny? Derogation of Women In Mad Max: Fury Road.
2020- Can Jung's "Animus" Archetype Apply In the Understanding of Feminist Themes Depicted In the Film Sex and the City?
2020- In the Music Video of Jennifer Lopez's Ain't Your Mama, How Are Gender Roles, Gender Inequality, And Toxic Masculinity to be Interpreted Using Chodorow's Psychoanalytic Theory?

Research Projects on Art & Design Studies (Research Topics Include):

2017- The Ergonomics and Technology of Contemporary Daily Routines for Fashion Product Design.
2017- The Designer's Role: The Study of Product Design and The Aging Population.
2017- Designing for Female Night Blindness Population: Fashion Products and Styling.
2017- The Fashion Studies of Balenciaga's Minimalism.
2016- The Fashion Study: Exploring Dress and Behavior of the New Romantics Subculture.
2016- The Study of Graphic Design in Maoist China from 1949 to 1976.
2015- The Fashion History Study: The Secret of Chanel Little Black Jacket.
2015- Art History Studies: Analysis of St. John the Baptist.

WORK EXPERIENCE

Senior Education Consultant In Ivy Elite Inc @ NEW YORK, USA （ Sept. 2021 - Present ）

- Managing individual student's academic application projects. Conferred with parents or guardians, teachers, administrators, and other professionals to discuss students' progress, resolve academic and other problems, and determine priorities for students and their resource needs.
- Guiding 15 students in the preparation of application essays, including brainstorming, proofreading, and critiquing essay writing with students to improve quality.
- Developing relationships with 40+ universities and admissions officers to gain insight into their application procedures and priorities and solve student application issues.

Founder of LE Artist Studio @ NEW YORK, USA （May 2017 - Dec. 2021）

- Facilitated 100+ online workshops to teach art lessons, including video editing, photography, graphic design, and visual communication strategies.
- Engaged 50+ students in the preparation of artist statements, resume and portfolio when applying to top US art schools.
- Assisted more than 30+ students being admitted by top US art schools, including FIT, PRATT, SVA, PARSONS, etc. and received $462,042 scholarship.

Co-Founder & Visual Director of LE TEA LLC@ NEW YORK, USA （Dec. 2017 - Dec. 2020)

- Led a team of 20 people and supervsed the rollout of new markets from directive development, store opening processes, and sourcing.
- Created and evolved guidelines to uphold and elevate brand standards (e.g. products, packaging and marketing campaigns) that resulted in $2,600,000 in revenue.
- In charge of all project phases from ideation to in-store execution, and to post-roll-out support, to achieve merchandising and strategic goals.

Giorgio Armani Visual Merchandising Intern @ Remote （Sept. 2020 - Dec. 2020 ）

- Developed strategies to highlight promotions, price changes, clearance, and holiday/seasonal needs, always in line with the VM Guidelines.
- Responsible for interpret and implement visual guidelines from Milan HQ in each store location within a given market. Help increased in-store revenue, exceed corporate sales goals by 23% in three months.
- Participated in new store openings, pop ups and special projects including product zoning, collaboration with regional merchandising, PR and Architecture teams, VM tool ordering, installation and approvals with Milan team.

ElIE Magazine Beauty Assistant@ SHANGHAI, CHINA （May 2017 - Sept. 2017）

- Created weekly content of SEO, e-comm, and evergreen beauty stories by using internal analytics and data with a 15% increase in overall web traffic.
- Contributed to each print issue by pitching ideas and reporting and writing stories as needed.
- Regularly involving interview and worked with top industry experts for print and digital stories.

Lane Crawford Public Relations Intern @ BEIJING, CHINA （May 2016 - Sept. 2016）

- Participated in brainstorm ideas for PR opportunities and developed strong angles for pitches, press releases and e-influencer campaigns. Introduced both traditional & forward-thinking ideas. Improved efficiency by around 20%.
- Supported PR Manager in the development of broader strategies and pitching of in-depth, key feature stories & large-scale editorial projects for China based outlets.
- Developed working relationships with editors, e-influencers, agents, key stakeholders and vendors in the luxury, fashion & trade spaces.

COURSE CERTIFICATIONS

- The Architectural Imagination- Certificate by Harvard University. (HarvardX) Issued date : Jun 2021. Credential ID 73181e1ffa0047a4998f69fec41e1103
- Pyramids of Giza: Ancient Egyptian Art and Archaeology- Certificate by Harvard University. (HarvardX) Issued date : Nov 2022. Certificate ID 728502f2ec494f5981e2ea96626629a7